ABSTRACT OF THE DISCLOSURE

When image data in a common format is generated from an image file including RAW image data obtained by digitizing signals output from an imaging device, the RAW image data being either uncompressed or lossless-compressed, a processing module to be used is selected from a plurality of types of processing modules based on image property information associated with the RAW image. Using the selected processing module, the RAW image data is converted into image data in an intermediate format that is different from the common format. Then, image data in the common format is generated based on the image data in the intermediate format.